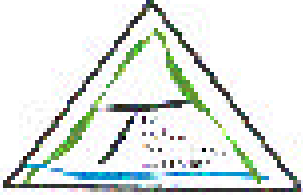# TEAM DelTA

Technology-based
Economic Development
Alliance in the
Mississippi River
Delta

Accessing Technology in the Delta Region Symposia
January 25-26, 2001

What's This All About?

A project funded by the US Department of Commerce, Technology Administration, under the <u>E</u>xperimental <u>P</u>rogram to <u>S</u>timulate <u>Co</u>mpetitive <u>T</u>echnology (EPSCoT)

What is EPSCoT

- Experimental Program – Can technology really affect change?
- Stimulate – The Program will <u>not</u> create technology.
- Competitive – The technology should have commercial/economic value.
- Technology – The means to create better products and processes.

Building Community Competitive Advantage

- A project carried out by TEAM DelTA

  - Delta Technology Alliance (DelTA)
    - Arkansas Science & Technology Authority
    - Institute for Technology Development/Mississippi Technology
    - Louisiana Partnership for Technology and Innovation
  - American Society of Mechanical Engineers
  - Entergy Corporation
  - Enterprise Corporation of the Delta
  - Regional Technology Strategies
  - Southern Technology Council

TEAM DelTA Communities

- Nine Delta communities
  - Arkansas: Monticello, Helena, and Dumas.
  - Louisiana:Monroe/West Monroe, Tallulah, and Delhi.
  - Mississippi: Cleveland, Clarksdale, and Greenwood.

TEAM DeITA Project Outline

- State Workshops
- Community Technology Assessments
- Delta Accessing Technology Conference
- Internet-Based Learning Modules

State Workshops

Potential Opportunities/Obstacles to Technology-based Econ. Development

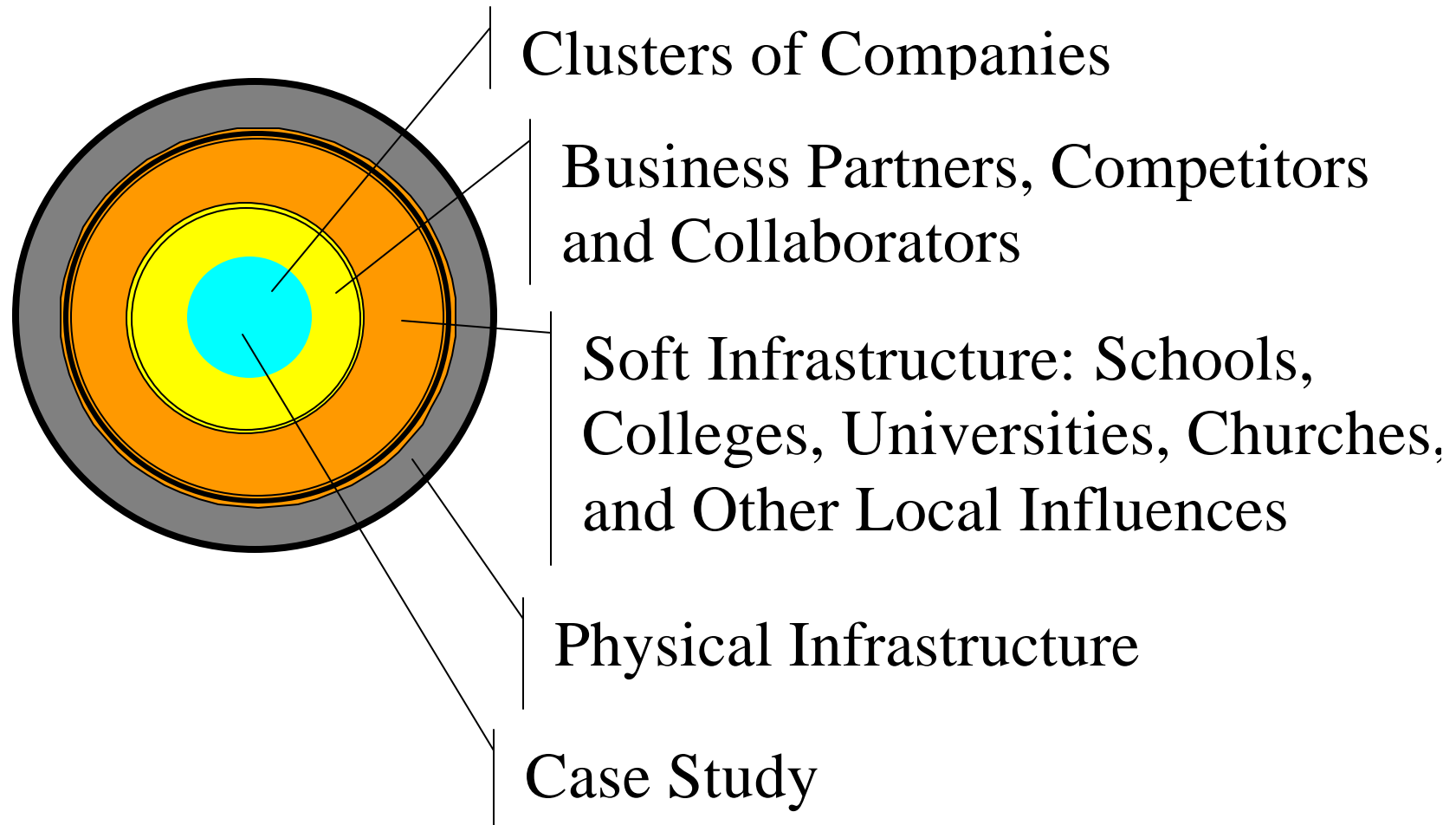|	Opportunities	Obstacles
Arkansas	Good Natural Resources; Sense of Community, Leadership, ability to influence; New markets Micro-enterprises; Invest in people	Education in general; Social Capital – race issues, lack collaboration, cooperation, vision (direction, image)
Louisiana	Invest in people; Internet marketing; Good Natural Resources & space; Utilize People; coordinate with university & technical colleges;	Workforce needs – technical training Out migration Lack of cooperation & vision - local, state(s)
Mississippi	Import/Export; Good Natural Resources; innovative local firms; Good access to higher education; Invest in people; build clusters	Negative perceptions; Locating & keeping educated people; Resistance to change; Soft Infrastructure; Access to capital

How Useful is More Information About These Topics?

	Very Useful	Not as Useful
1 **Dumas**	Technology & Innovation; Workforce Skills; Social Capital	Entrepreneurship;
2 **Helena**	Value-added; Cluster & Networks; Tech. & Innovation; Social Capital; Finance C.	Traded Sectors; Workforce Skills;
3 **Monticello**	Value-added; Social Capital; Technology & Innovation; Finance Capital	Globalization
1 **Delhi**	Value-added; Technology & Innovation; Social Capital; Finance Capital	Cluster & Networks; Globalization
2 **Tallulah**	Value-added; Social Capital; Workforce Skills; Technology & In.; Globalization	Entrepreneurship; Traded Sectors
3 **Monroe** **W. Monroe**	Value-added; New Economy Characteristics; Technology & Innovation	Entrepreneurship Financial Capital
1 **Greenwood**	Value Added; Cluster & Networks; Social Capital; Tech. & In.; Entrepreneurship	NONE
2 **Clarksdale**	Value-added; Tech & Innovation; Social Capital; Workforce	Globalization Entrepreneurship
3 **Cleveland**	Tech. & In.; Entrepreneur; Social Capital	Value-added

How Much Strategic Action Planning is Going on in Your Community?

	Most Perceived Strategy Planning	Least Perceived
1 **Dumas**	Improving K-12; Industrial Networks	Angel Investor; Focused Recruit
2 **Helena**	Univ. Tech. Trans.; Industrial Networks	Angel Investor
3 **Monticello**	Comm. Technology Plan; Ind. Networks; Univ. Tech. Transfer; Tech. Training	Research Park
1 **Delhi**	K-12, Industrial Networks; Focus Recruit	Comm. Tech. Plan
2 **Tallulah**	K-12; Focused Recruitment;	Entrepreneurship; Comm. Tech Plan
3 **Monroe** **W. Monroe**	K-12 Schools; Entrepreneurial Ed.; Technology-Focused Training	Comm. Tech. Plan; Tech. Incubator
1 **Greenwood**	Industrial Networks; Tech. Incubator; Technology-Focused Training; K-12 Ed.	Angel Investor; Comm. Tech Plan
2 **Clarksdale**	Tech. Incubator; Focused Recruitment; K-12 Ed.; Technology-Focused Training	Angel Invest; Industrial Network
3 **Cleveland**	Industrial Network; K-12 Ed.; Entrepreneurial Ed.; Univ. Tech. Transfer	Comm Tech Plan; Angel Network

A Community Model

Clusters of Companies

Business Partners, Competitors and Collaborators

Soft Infrastructure: Schools, Colleges, Universities, Churches, and Other Local Influences

Physical Infrastructure

Case Study

Key Word Visions

1 **Dumas** – Progressive, Technologically Advanced Schools, Inviting, Working Together   Arkansas   to Overcome Racial & Socio/Economic Barriers, Friendly, Grow With Change
2 **Helena** – Economic Opportunities for All, Outstanding Quality of Life, Educational   & Business Opportunities, People Coming Together, Cultural Diversity
3 **Monticello** – Progressive, Healthcare & Technology Hub, Leisure, Recreation, Growing   Business & Industry, City/County/State Connectivity
1 **Delhi** – Progressive; Safe; Excellent Healthcare & Education; Attractive Location for Louisiana   Business, Retirees, Tourists; Good Telecommunications
2 **Tallulah** – Strong Community, Diverse Economy, Full Employment, Quality Education   for All, Support New & Expanding Business, Participating in World Economy
3 **Monroe/W. Monroe** - Not Available
1 **Greenwood** – Sustainability, Racial Harmony, Hospitality, Economic Stability, Using   Mississippi   Current Technology, Retail Destination, Educated & Talented People
2 **Clarksdale** - Safe, Friendly; Quality Healthcare, Education & Recreation; Good   Standard of Living; Support Tourism, Industry & Technology Businesses
3 **Cleveland** – Quality Family Environment; Housing; Economic Stability; Education &   Research; Good Race Relations; Industry, Manuf'ing & Technology Bus.

How would you spend $ on Technology-based Economic Development?

	$ Outside Recruit	$ Existing Business	$ New Local Business
1 **Dumas** Arkansas	33%	46%	21%
2 **Helena**	32%	33%	35%
3 **Monticello**	37%	29%	34%
1 **Delhi** Louisiana	27%	37%	37%
2 **Tallulah**	25%	40%	34%
3 **Monroe/ W. Monroe**	22%	42%	34%
1 **Greenwood** Mississippi	25%	45%	30%
2 **Clarksdale**	20%	52%	28%
3 **Cleveland**	35%	38%	27%

How would you spend $ on Technology-based Economic Development?

	$ Workforce/Ed.	$ Tech. Tran	$ Financial Inv.
1 **Dumas** Arkansas	41%	36%	23%
2 **Helena**	36%	36%	29%
3 **Monticello**	50%	36%	14%
1 **Delhi** Louisiana	35%	33%	32%
2 **Tallulah**	41%	26%	33%
3 **Monroe** **W. Monroe**	48%	20%	31%
1 **Greenwood** Mississippi	38%	36%	26%
2 **Clarksdale**	64%	20%	16%
3 **Cleveland**	46%	32%	22%

Five years from now – Hope to be spending on

1 **Dumas** – Not Available
   Ark.

2 **Helena** - Tech. Transfer; Recruit industry; new & exist bus.; Capital Invest

3 **Monticello** – Tech.Transfer; Exist & new bus.; W.F. $ Ed.; Recruiting Ind.;

1 **Delhi** – Industrial & Ag. dev.; Healthcare; Tourism; Preserve good rural life
Louisiana

2 **Tallulah** – W.F train & ed.; assist new & exist. Bus.; culture & rec. facilities

3 **Monroe/W. Monroe** - Not Available

1 **Greenwood** – Technology train & ed.; Roads; Hwy 82; Housing; Airport
   Mississippi

2 **Clarksdale** - High-speed CIT, Parks, Rec facilities.; WF & ed.; Bus. dev.

3 **Cleveland** – Market new bus.; Bus. ed.; Expand exist bus.; SOA Train facility

Is the Internet Changing Everything?

Arkansas – Of the three communities, 85% said yes ' We have shifted from the industrial age to the information age... internet is bringing together a world-wide community.' 12% said 'Basic human needs can not be replaced by technology...our modes of work change, but much of human behavior will go on as it has.'

Delhi – Evenly divided responses 'Internet influences the way companies and people gather information and conduct business,' others said ' it's not being used extensively enough to impact all things.'

Tallulah – Majority response was "internet is changing the speed and opportunity of business ... has created unlimited opportunity for rural areas,' but 'people must still be motivated to help themselves to what our country offers'

Monroe/W. Monroe – Majority agreed, 'Hardly anything has escaped the influence of the Internet...E-Commerce has problems but they are being resolved.'

Greenwood – Majority agreed, 'the Internet brings resources, choices and information and education to isolated places,' but 'does not change our basic needs'

Clarksdale – Evenly divided responses, 'influences speed and access,' but 'there is a digital divide...reduces emphasis on manual labor and affects kinds of jobs.'

Cleveland – Majority agreed, 'It forces businesses to analyze production, markets & distribution,' but, 'people who don't use it may not know their world is changing'

Physical Infrastructure Technology Resource Gaps

1 **Dumas** – cost-effective high-speed communication and Information Arkansas   technology (CIT); 4-lane highways
2 **Helena** - cost-effective high-speed CIT
3 **Monticello** - cost-effective high-speed CIT; a community infrastructure plan
1 **Delhi** – cost-effective high-speed CIT; roads   Louisiana
2 **Tallulah** - cost-effective high-speed CIT; Rail spur - KCS RR to Port
3 **Monroe/** - cost-effective high-speed CIT; cost-effective airline service;   **W. Monroe**   N/S 4-lane
1 **Greenwood** – cost-effective high-speed CIT; Roads (N/S 4-lane; NE link);   Mississippi   housing; commercial airline; conference/events facility
2. **Clarksdale** - cost-effective high-speed CIT; parks & rec. facilities; rail;   renovate airport/strip
3. **Cleveland** – cost-effective high-speed CIT; longer airstrip; E/W route;   housing, spec. building; W.F. training facility

Soft Infrastructure Technology Resource Gaps

Arkansas – Workforce Development (pipeline & current); Race Relations; Community Strategic Plan

1 **Delh**i – need improvements for public schools; Leadership dev. programs; youth programs; increased volunteerism

2 **Tallulah** – need improvements for public schools

3 **Monroe/** – workforce training & better coordination with business
  W. Monroe   needs; technical education in secondary schools

1 **Greenwood** – Cultural & recreational events/facilities; Flexible daycare; workforce training (pipeline/current technical training)

2 **Clarksdale** – Flexible daycare; youth programs/facilities; cultural & recreational events/facilities; W.F. dev. (industrial/technical)

3 **Cleveland** – Flexible daycare; youth programs/facilities; cultural/rec. entertainment events/facilities; W.F. dev. (bus., technical)

Entities with Perceived High Community Inter-Connectivity

Arkansas	1 **Dumas** – City, Banks, Chamber of Commerce
	2 **Helena** – Banks, Helena Medical Center, Insurance Companies
	3 **Monticello** – Banks, Timberland Enterprises, Accounting Firms
Louisiana	1 **Delhi** – Tifton Aluminum, Easy Way, Dumas Candy, Bellsouth, hospital
	2 **Tallulah** – Utility providers, Louisiana Technical College, Banks, Delta CDC, API
	3 **Monroe/** - **W. Monroe** Not Available
Mississippi	1 **Greenwood** – Sports, Volunteer & ED Orgs; Restaurants; Bell South; Banks; Hospital; K-12 schools; Viking Range; Utility providers
	2. **Clarksdale** – Coahoma Community Col.; Chamber & Industrial Foun.; Banks; Clarksdale Utilities; Medical Center; Community Health Center
	3. **Cleveland** – Delta State Univ.; K-12 schools; Miss. Delta Com. Col.; BellSouth; Medical Center; Entergy; Chamber Team Cleveland; MESC

Case Studies

- Capture Perspective of Companies Identified Through the CTAs

    – Significant successes, significant challenges

    – Affirms many of findings from CTAs

Accessing Technology Conference

- National program developed by ASME
- Purpose is to raise awareness of technology-based economic development resources & best practices
- Focus is on communities & businesses
- TEAM DelTA is first multi-state effort

Internet-based Learning Modules

- Web-based management & training tool
- Content
  - Introductory/informational
  - Motivational
  - How-to
  - Reference
- Will form basis for a Learning Network

Internet-based Learning Modules

1   Introduction – how to get the most out of the modules

2   Brief Economic History of the US – New Economy

3   Building Community Competitive Advantage

4   The 21st Century: Seeing the Future

5   Laying the Groundwork for a Community Technology Assessment (CTA)

6   How to Conduct a CTA

7   How to Conduct a CTA

8   Next Steps: Strategic Action Planning - Implementation

9   Federal/State Products/Services to Assist Communities

10   Measuring Community Progress

Some Suggestions for Next Steps

1 **Dumas** – Bandwidth development
2 **Helena** – Further develop community's social capital
3 **Monticello** – Explore new business opportunities related to Maxwell Hardwood Flooring; utilize UAM & its library
1 **Delhi** – Market area to retirees; Improve CIT infrastructure
2 **Tallulah** – Rail spur renovation; Improve CIT Infrastructure
3 **Monroe/W. Monroe** – Strengthen coordination between businesses, LTC & high schools; promote technical ed.; CIT Infrastructure
1 **Greenwood** – Develop a community technology plan (includes CIT infrastructure issues, technology training needs, aggregate demand)
2 **Clarksdale** - Develop a community technology plan (includes CIT infrastructure issues, technology training needs, aggregate demand)
3 **Cleveland** - Develop a community technology plan (includes CIT infrastructure issues, technology training needs, aggregate demand)

Administrative Tips
(If I did it again)

- Things to aim for
  - Method, Logistics, Community Support

- Things to look out for (things not to do)

To Wrap Up

- Delta Unique Geographic Region – rich culture
- Challenges are similar to those facing others
- Many are working to meet the Challenges
- Difference can be made through
  - Thoughtful **Assessment**
  - Action **Planning**
  - Commitment from broad-based group of individuals in your Community
  - Seeking assistance & expertise from resources
- Follow-through is everything – **Implementation**